

What's In Your Drink?

(NAPSA)—You expect the labels on everything you eat or drink to carry all the basic information, such as carbs, calories, fat, protein and serving size.

Currently, however, alcoholic beverages—including beer, wine and spirits—are the only consumable products that have been largely prohibited from including information such as alcohol per serving, calories, carbohydrates, fat and protein on their labels.

That means that if you drink alcohol, you have no way of knowing what you're putting into your body. What's more, federal labeling laws say that not only do companies not have to tell you this information, they're not allowed to if they want to.

Now, a leading spirits, beer and wine company is trying to change that. Thanks to it, consumers have a way to urge the federal government to adopt a rule that would allow the alcohol beverage industry to voluntarily provide consumers with a Serving Fact label on their bottle or can.

Recently, Diageo launched www.KnowYourDrink.com to help give the vast majority of Americans—83 percent—who believe alcohol companies should be allowed to put this information on their labels the opportunity to tell



One company is trying to change labeling laws to better protect consumers.

the government just that.

Diageo is using this Web site to tell consumers the alcohol content, serving size, macronutrients, carbohydrates and calories of some of its products. Its brands include Smirnoff, Johnnie Walker, Guinness, Baileys, Tanqueray and Captain Morgan, as well as Beaulieu Vineyard and Sterling Vineyards wines.

For more information, visit www.KnowYourDrink.com.